

Abstract

A method for generating Bursting-messages on the window of a user's Web-terminal while browsing a Web-site. Indication related to the connection of the user to the Web-site is provided. Data that is required for generating a Burst-message on the Web-terminal is sent to the Web-terminal of the identified user and a Burst-message is generated on the Web-terminal using the data. Interaction means are provided to the user in the Burst-message, for the interaction of the user with the Burst-message and/or with the Web-site. The Burst-message may be generated by dynamically writing an HTML layer and/or JavaScript and/or VBScript.